



Strategy | Consulting | Digital | Technology | Operations

Government Disrupted: A Digital Public Demands Modern Digital Government Services

Meg Hare
Accenture – Health & Public Service
Sales Lead, Texas Public Sector

David Blum
Accenture Interactive
North American Digital Transformation
Practice Lead – Public Service

High performance. Delivered.

Tuesday, April 4, 2017
Presented for the Technology Today Series
hosted by the Texas Department of Information
Resources (DIR)

AGENDA

1. INTRODUCTIONS
2. STATE OF DIGITAL GOVERNMENT SERVICES
3. EXPERIENCE DESIGN & DIGITAL TRANSFORMATION
4. INNOVATIVE WAYS OF WORKING
5. EXPERIENCE DESIGN IN ACTION
6. QUESTIONS



ACCENTURE INTERACTIVE

WORLD'S LARGEST FASTEST-GROWING DIGITAL AGENCY NETWORK

WORLDWIDE



No 1 World's 15 Largest
Digital-Agency
Networks



No 4 World's 25 Largest
Consolidated Agency
Networks



No 6 World's 50
Largest
Agency Companies

U.S.



No 1 50 Largest U.S.
Digital-Agency
Networks



No 2 Largest U.S. Agencies
From All Disciplines

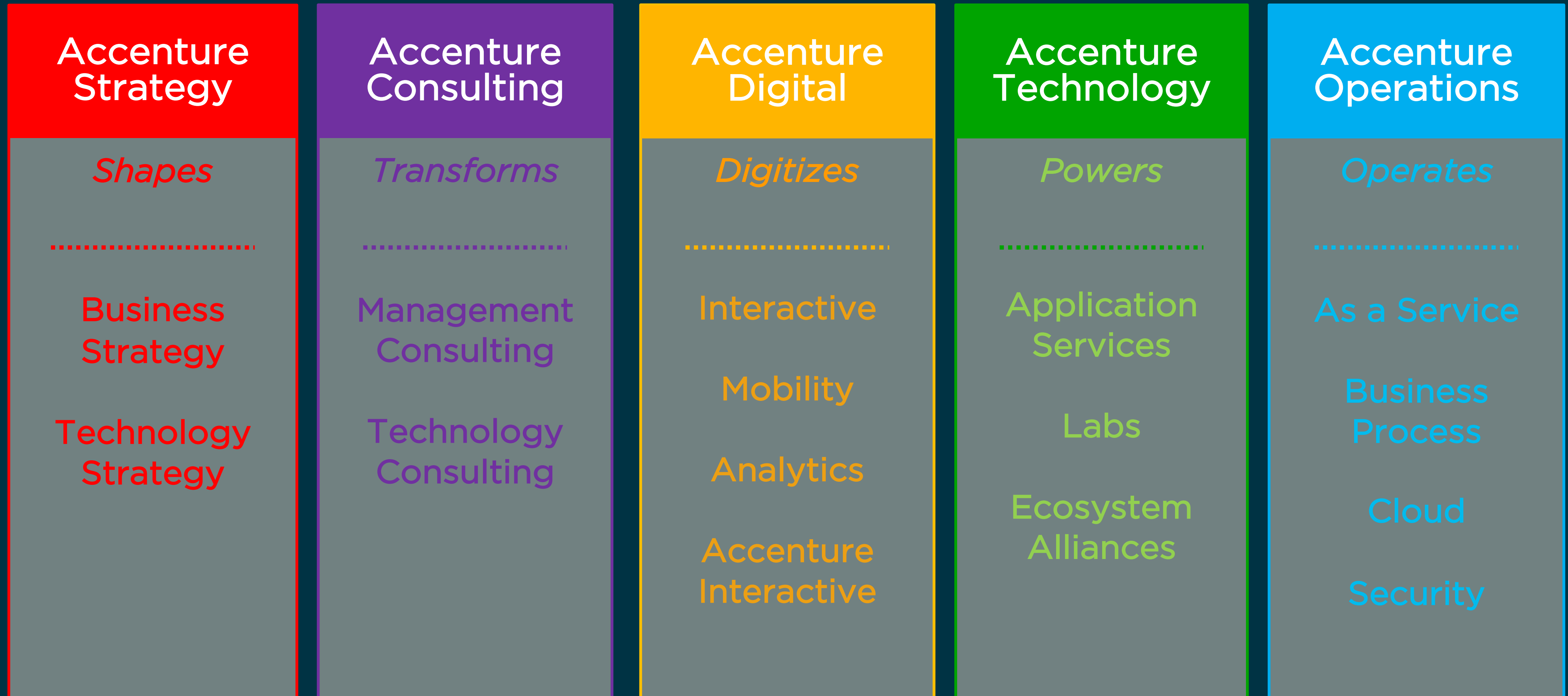
AdvertisingAge
**AGENCY
REPORT 2016**

For more information visit
accenture.com/AdAge2016

AdAge Report 2016

Ad Age Datacenter produced Advertising Age's 72nd annual Agency Report. Ad Age published the complete Agency Report 2016 online May 1, 2016. The report, which includes rankings based on U.S. and worldwide revenue, is available online to subscribers at the [Ad Age Datacenter](http://AdAgeDatacenter). It is also available in the May 2, 2016 print edition.

ACCENTURE IS THE ONLY COMPANY THAT CAN DRIVE END TO END TRANSFORMATION FOR CLIENTS ACROSS FIVE BUSINESSES





**“THE PACE OF CHANGE WILL NEVER
AGAIN BE AS SLOW AS IT IS TODAY”**

MATTHEW BISHOP,
THE ECONOMIST'S INNOVATION FORUM 2015

THE DIGITAL CONSUMER IS YOUR DIGITAL CITIZEN



What % of citizens expect digital public services to be **as good as or better** than digital consumer services?

IN SERVICE OF SIMPLICITY



The Polaroid and the Gumball machine are super simple – intuitive in form and function. You push the button or insert a coin and twist the knob.

...BUT WITH AN AIM TO CONNECT EMOTIONALLY



It's never about the machine. The machine is just a vehicle for Something Bigger. Like Happiness.



OUR CLIENTS HAVE AMBITIOUS GOALS

A person wearing a grey hoodie is holding a lit sparkler. The sparkler is bright and glowing, with sparks flying out. The person's face is partially visible in the background, looking towards the camera. The overall mood is celebratory and innovative.

DESIGN AT THE HEART OF DIGITAL TRANSFORMATION

FJORD™
Design and Innovation from
Accenture Interactive

HOW ORGANIZATIONS USUALLY START

CURRENT STATE

5. EXPERIENCES

The sum of what users take away from the interactions

4. INTERACTIONS

The activities in which clients engage

3. TOUCHPOINTS

The spaces where engagement with clients occurs

2. PROCEDURES

The policies, processes and business rules that provide the “logic”

1. SYSTEMS

Organizations have core systems that serve as the foundation for efforts

CHANGE HOW WE ENGAGE USERS

CURRENT STATE

- 5. EXPERIENCES
- 4. INTERACTIONS
- 3. TOUCHPOINTS
- 2. PROCEDURES
- 1. SYSTEMS

FUTURE STATE

- 1. EXPERIENCES
- 2. INTERACTIONS
- 3. TOUCHPOINTS
- 4. PROCEDURES
- 5. SYSTEMS

We identify and create the experiences customers need, then build a foundation to support the model.



EXPERIENCE
IS THE NEW
BATTLEGROUND



WHAT DOES EXPERIENCE DESIGN MEAN?



WE FOCUS ON CUSTOMERS

The goal of any service is to meet customers' needs. To achieve this goal, we need to genuinely understand the users. We gather user's insights through research.

WE PUT DESIGN AT THE HEART

This is what we do. We believe in design at the Heart of our clients and society. We think great design builds relationships, usage, loyalty.

WE CO-CREATE

We are not designing in Isolation, it means that we need to understand your business, the context, the users, the needs and work together.

WE TEST & ITERATE

All design can be improved, if only you can understand how it is used in practice. We work with clients to optimize based on KPI's and real time evaluation

“We want to become a design-driven company
and learn more about design thinking.”

CREATE A GLOBAL DESIGN-LED
INNOVATION INCUBATOR

UNLEASH DESIGN
TO HELP EMPLOYEES
MAKE SMART DECISIONS AND
GET THEIR JOB DONE EFFICIENTLY

RE-IMAGINE THE DIGITAL EXPERIENCE
DIGITAL AT ITS CORE

INNOVATE THE EMPLOYEE ENGAGEMENT EXPERIENCE

“We want to use
service design
methods to quickly
generate a concept
that we can pilot
with our customers.”

IS YOUR ORGANIZATION WONDERING HOW TO CREATE A DESIGN-LEAD CULTURE?

TEACH CLIENTS TO FISH (BUILD DESIGN
AWARENESS AND CAPABILITY)

TRANSFORM
A COMPLEX CONNECTED
HOME ECOSYSTEM INTO
AN ELEGANT & SIMPLE
SMARTPHONE APP

“We need tangible examples
of bringing our strategy to life
in ways that resonate with our
leadership and employees.”

REDEFINE
THE CITIZEN
EXPERIENCE

“We need guidance on
how to create a great
design culture in our
organization.”

“We need our team to learn how to design and
deliver consistently great service experiences.”

DIGITAL TRANSFORMATION REQUIRES

**LEADERSHIP
TALENT AND SKILLS
OPERATIONS
TECHNOLOGY
CULTURAL IMPLICATIONS**

INNOVATIVE WAYS OF WORKING



A DIFFERENT APPROACH

TODAY

BUSINESS AND
TECHNOLOGY CENTRIC

WATERFALL

INDIVIDUAL WORKERS

REQUIREMENTS DRIVE
PROTOTYPE

FEELS LIKE WORK

TOMORROW

CITIZEN AND EXPERIENCE
CENTRIC

ITERATIVE & AGILE

COLLABORATIVE, CROSS-
FUNCTIONAL TEAMS

PROTOTYPES DRIVE
REQUIREMENTS

FEELS LIKE [SERIOUS] PLAY

SPRINT PROCESS



Map core customer challenges, existing landscape and biggest opportunities.

Sketch the ideal state along with a wide array of potential concepts and solutions.

Decide which ideas to refine, combine and ultimately select for execution.

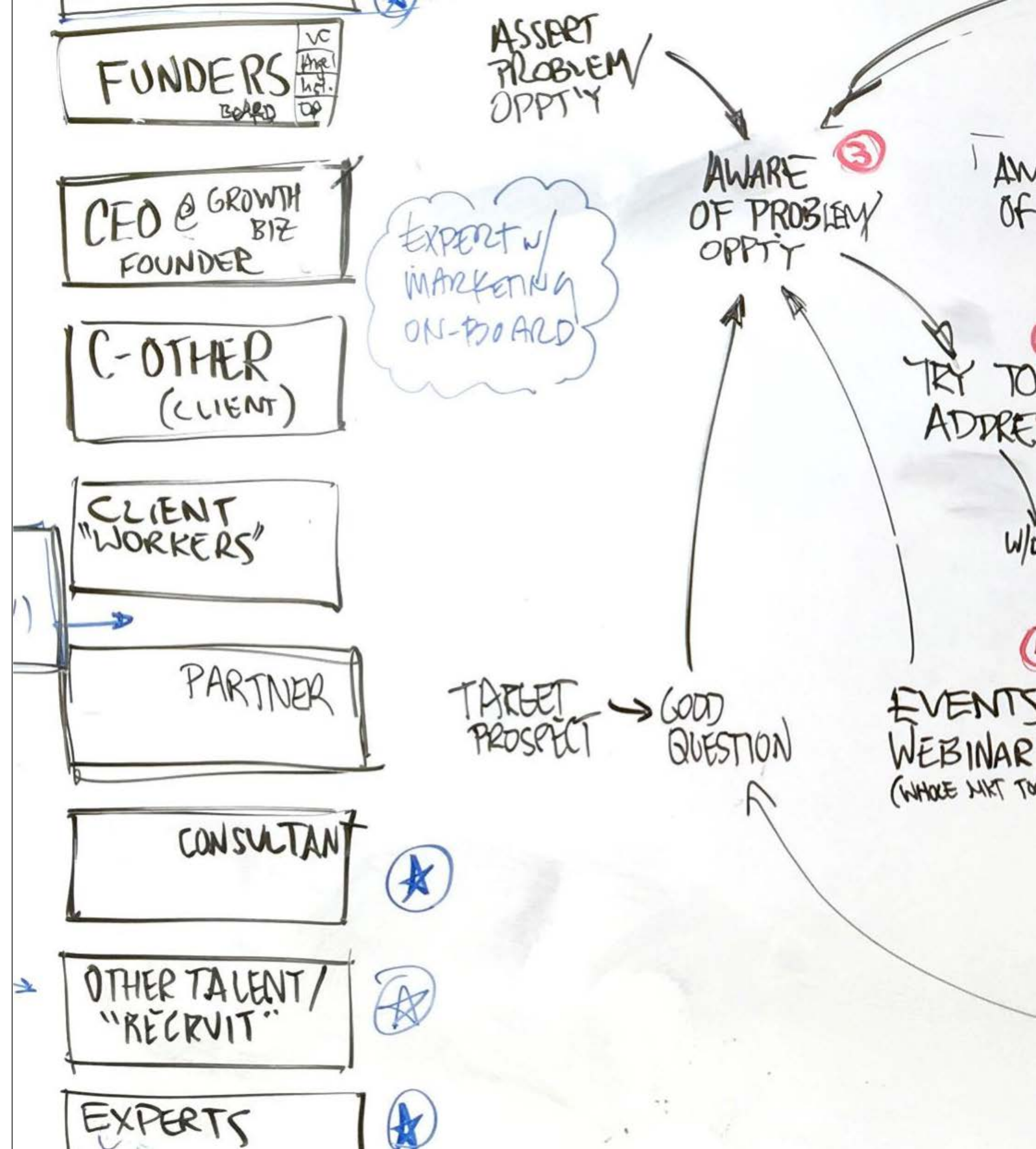
Prototype interactive prototypes that simulate your concepts and scenarios of use.

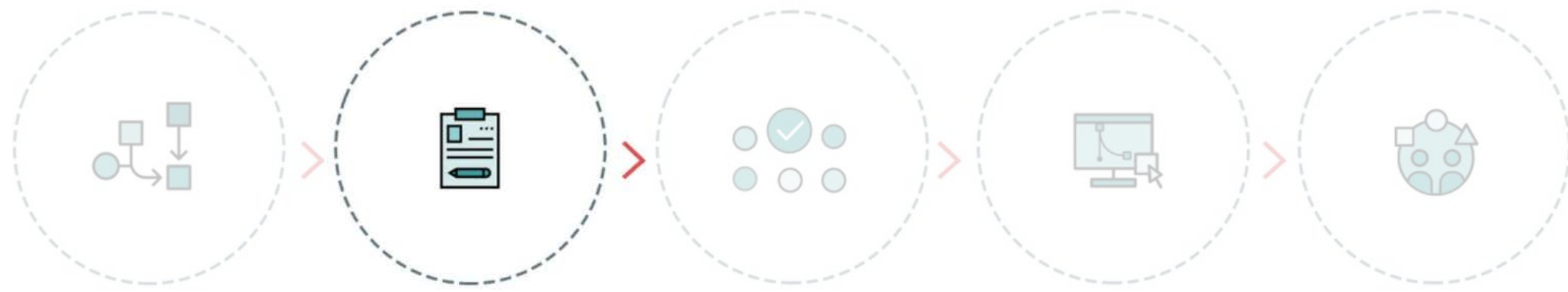
Test your prototypes with stakeholders as well as current and prospective customers.



Map

We create outcomes, map the steps to achieve them and choose the customer we are building for.





Sketch

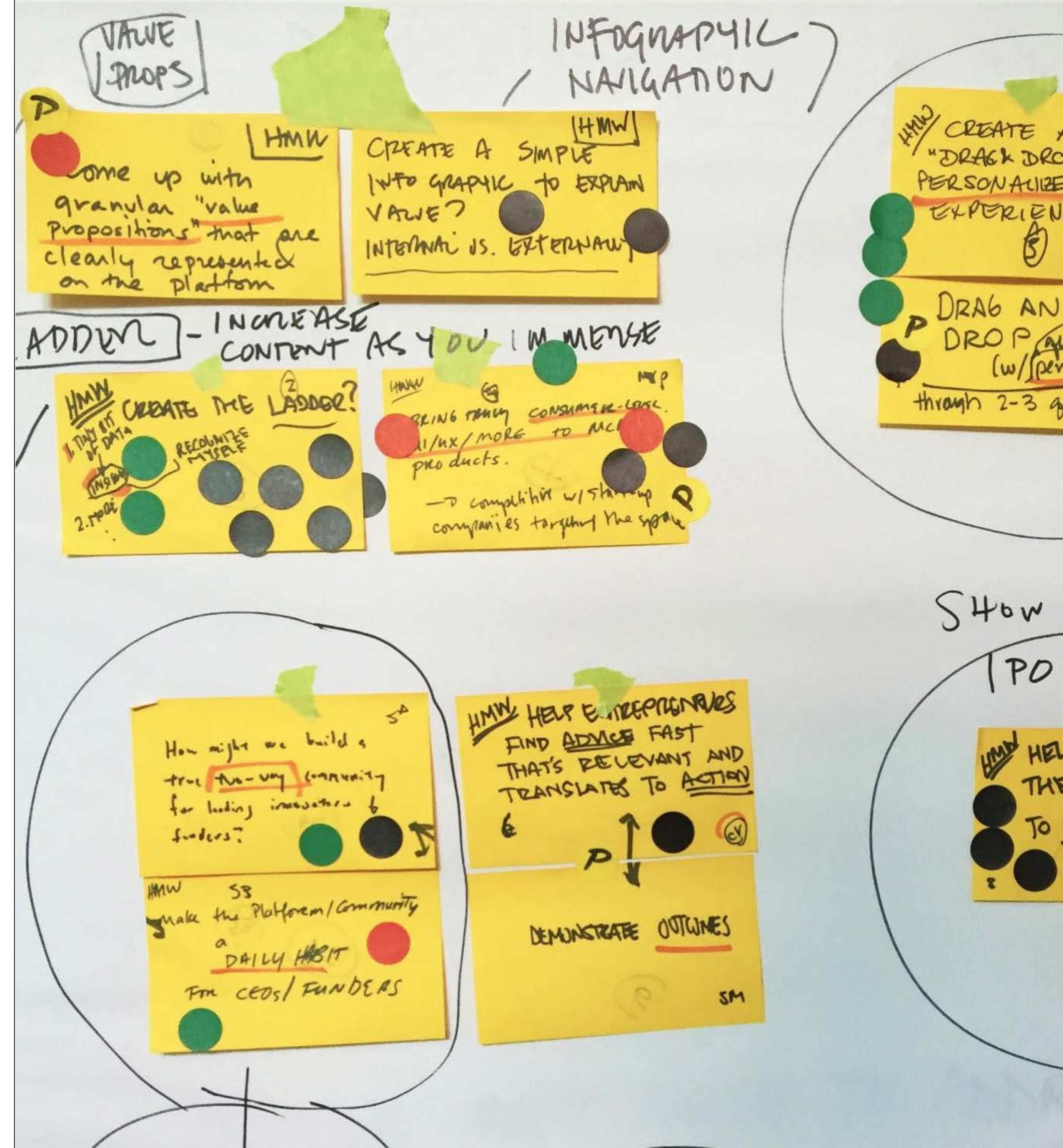
We co-create rough sketches to rapidly explore possible solutions.





Decide

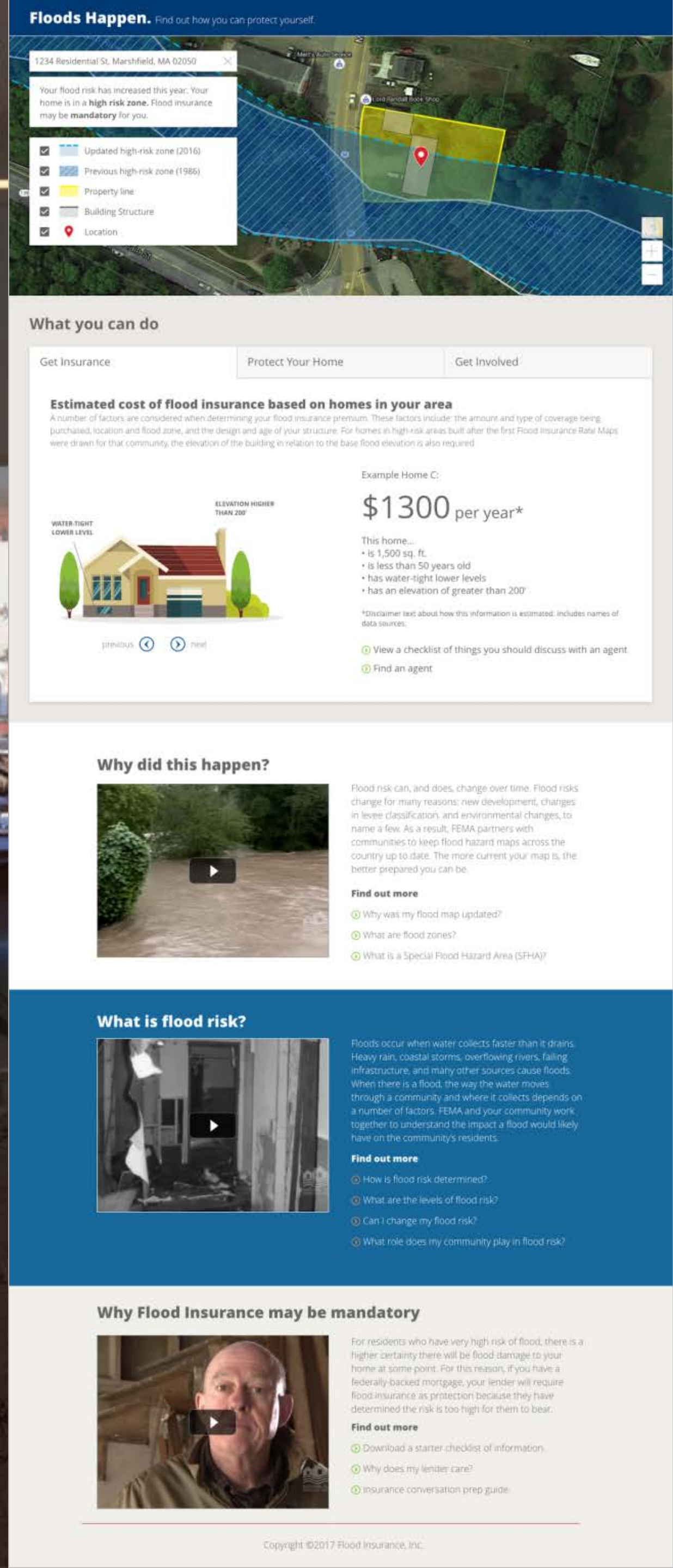
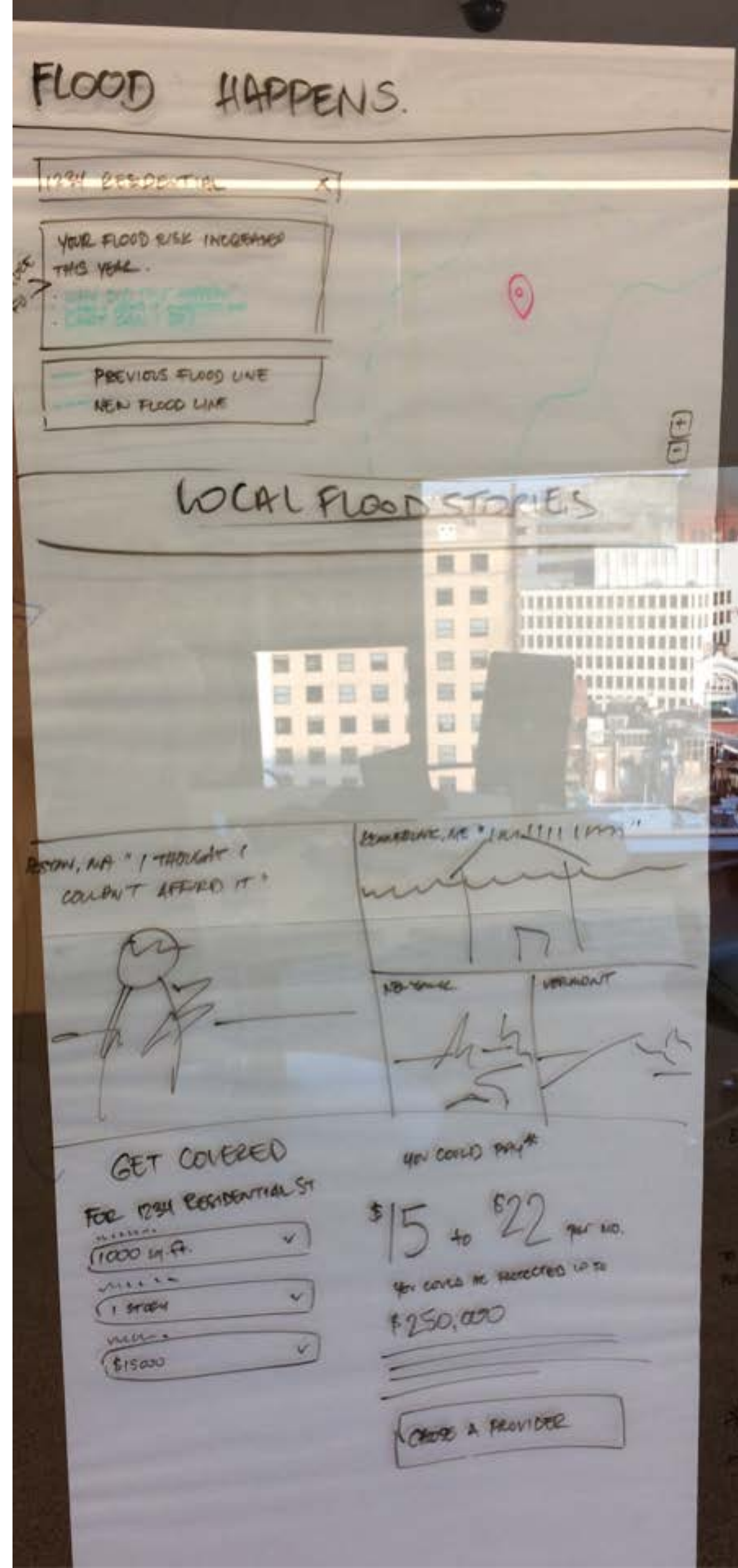
The group votes on the most viable sketches through silent review and structured critiques while “the decider” connects the dots across all possible ideas.





Prototype

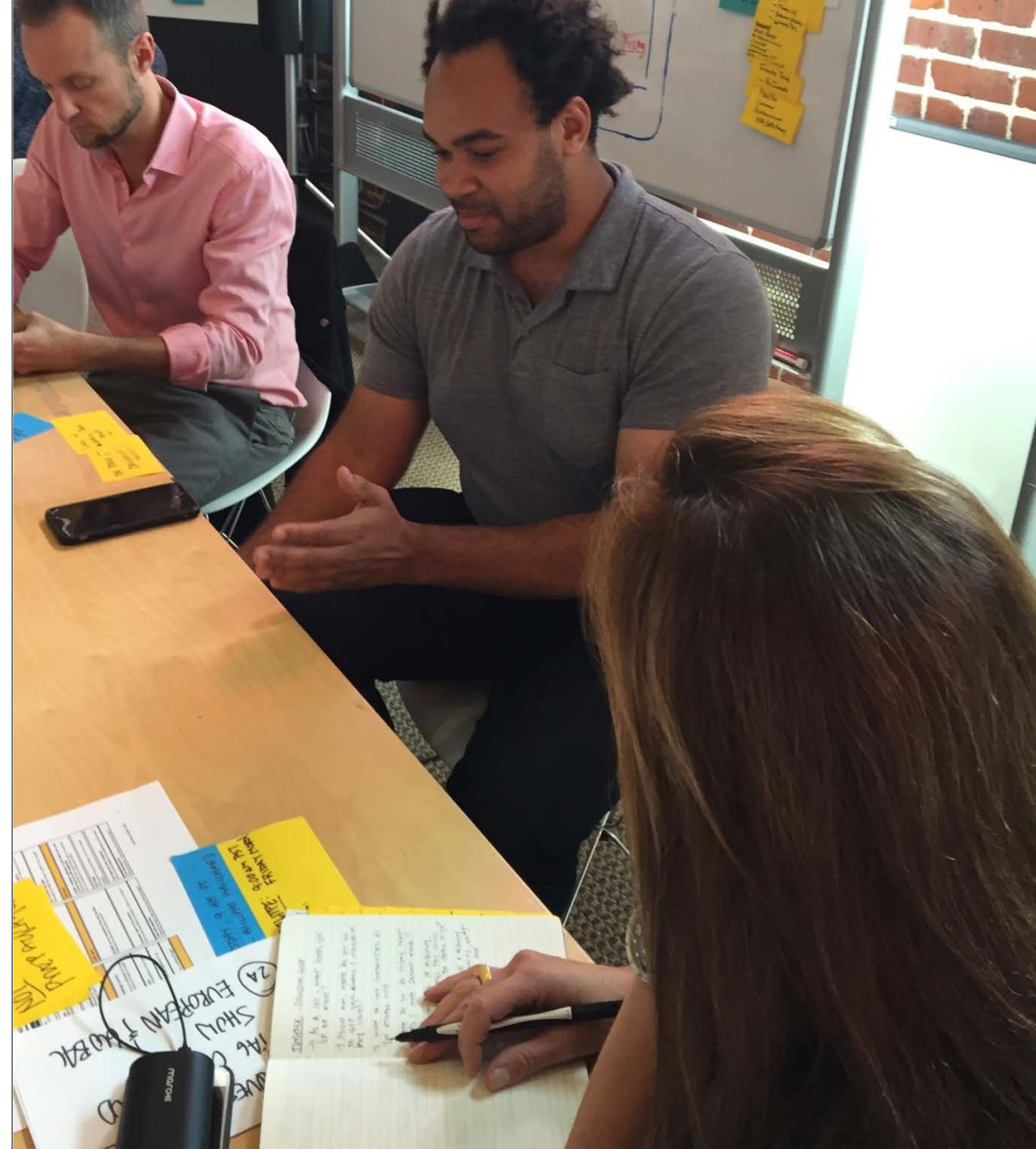
Software development is expensive; prototyping isn't. By building just enough functionality with just enough fidelity, we're able to try your strongest ideas in front of your customers.





Test

Five customer interviews are enough to reveal big patterns. We validate design decisions with valuable insight from customer feedback.



YOUR DIGITAL CITIZENS ARE READY, WILLING AND...WAITING

Positive changes if government improved digital services:

My confidence
and trust in
government

62%

My belief
that
government is
efficient and
effective

70%

My willingness
to engage with
government

72%

My overall
satisfaction with
government

72%

My belief that
government is
forward looking

73%



STATE OF MICHIGAN CHILD SUPPORT CALCULATOR

The re-designed user experience enables caseworkers to focus on delivering excellent service, with important information being surfaced to the caseworker at the appropriate time.



Stamap Page Notes Discuss

Discuss MiCSES Service Blue

Commenting as Anonymous

Add Topic

143 characters left

clear create

Enforcement Feedback & Comments

started by Joanna Jan 28 2015 1:46 PM

[hide comments](#)

Matthew Raymond Feb 5 2015 2:43 PM

FOC worker is lacking a box where deviations may be considered and mended order if the result is unjust - similar to the box in the establishment section

[edit](#) [delete](#)

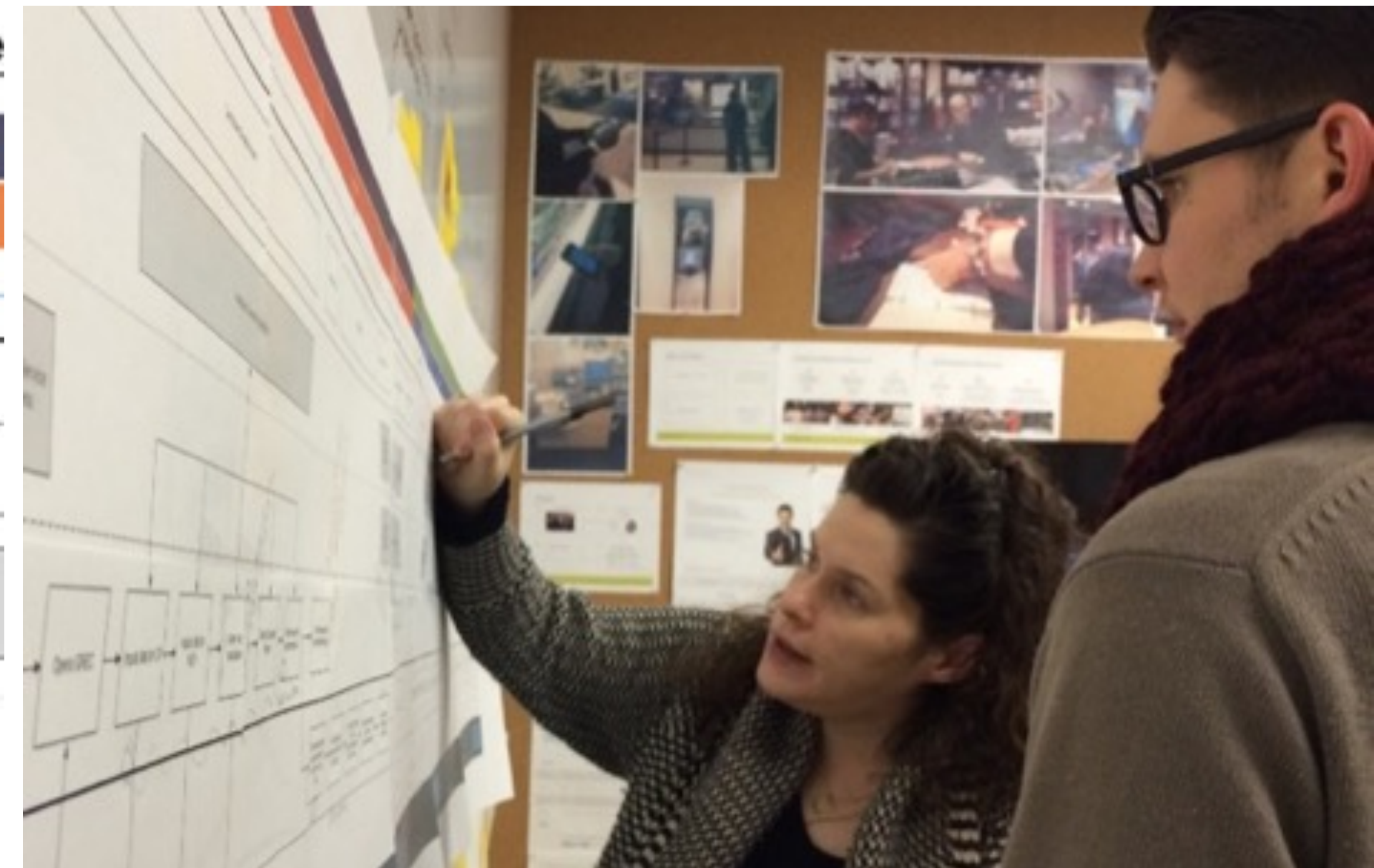
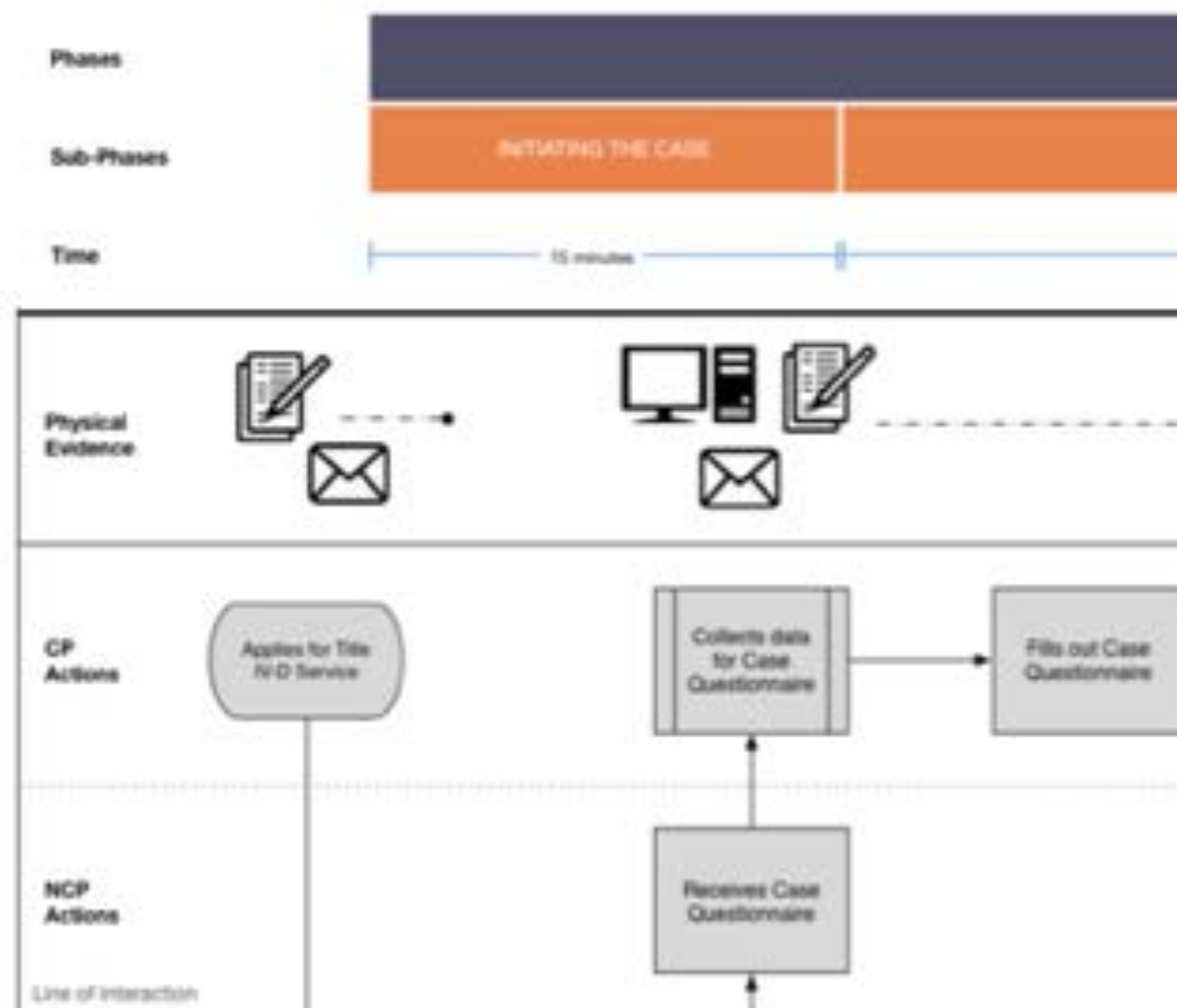
[add comment](#)

General Feedback & Comments

started by Joanna Jan 28 2015 1:46 PM

[hide comments](#)

MiCSES Guideline Calculator Service



STATE OF MICHIGAN CHILD SUPPORT CALCULATOR

FJORD was engaged to conduct user research with state workers to develop personas and create wireframes for a new child support calculator.

Parent A
Susan Town

Parent B
Steven Town

Non Parent Custodian
N/A

Susan → Steven

\$ 489.00
Total Support Amount
(In Progress)

Review

Save Guideline

FamilyFinancialCareHealth

Cost of Health Insurance:350.00Monthly

☒ Responsible for Majority of Health Care Expenses

Children on This Order Covered:3

Additional Qualifying Children Covered:3

Additional People Covered:3

Additional Health Care Expenses:500.00Monthly?

Additional Health Care Notes:Standard Comment 1: Lorem ipsum...
Add a Description...

Edit Standard Comments

Monthly Cost of Health Insurance:\$ 150.00 perChild on Order

Medicaid Recipient:Select

Recommended to Provide Health Insurance*:Select?

Health Comments:Standard Comment 1: Lo
Begin typing...

Tips for Recommending

1 Do the parent s agree who should maintain the children's coverage?
a If yes, incorporate the agreement as the recommendation. A detailed review is not necessary.
b If no, proceed to 2.

2 Does only one parent have coverage available through employment or self-employment?

FJORD™

Design and Innovation from Accenture Interactive

31

OUTCOMES

reduced

52

calculations to

26

8.5%
increase in
calculations
associated with
court case

“There is a wealth
of information on
this blueprint.
The designers
listened to what
they heard.”

“We had a unique
one today with one
NCP and two
different support
amounts and

**it worked like
magic!”**

“The workers/
calculators
are now
going to collect dust
in between uses!”

GEORGIA SHINES PRIVATE PORTAL REDESIGN

Georgia's child welfare case management system (SHINES) needed to allow Child Resource Providers access to child welfare case information, as well as have the ability to update specific case information.

Accenture designed a new welfare case management experience that transformed the system from a read-only portal to a dynamic, self-service interface that enables Child Resource Providers – at 3 different organizational levels, Director, Manager and Supervisor – to enter, view and edit basic case information about the children in their care.

FJORD™

Design and Innovation from
Accenture Interactive




DESIGN LED APPROACH

We started with rapid user research, the team spoke with 13 individuals from 5 agencies across 3 counties to understand a typical day in their work life in 3 days.



The findings led us to create 3 target personas, Heather the Manager (HSP / Family Consultant is the primary user of the portal.

HEATHER, Manager




PORTAL NEEDS

Timely access to child information

Enter contacts and upload documentation

SAMANTHA, Supervisor




PORTAL NEEDS

Access to complete & accurate child profiles

Contacts once entered, prior to deadline (for review)

DEBBIE, Director



PORTAL NEEDS

Accurate data

Staff's access to the portal

RESEARCH SUMMARY

GEORGIA SHINES PRIVATE PROVIDER PORTAL

After interviews with 13 individuals from 5 agencies across 3 counties, we have gained valuable insight around Private Providers' current experience with the portal. Armed with an understanding and empathy for our users we can begin to explore possibilities and plan for the future.

RESEARCH

We learned...

- **Time is a major driver**
- **Availability is a barrier**
- **Repetition add to paperwork**
- Lack of **relevancy** makes it harder to use
- All these factors lead to a feeling of being **dependent**

FUTURE CONSIDERATIONS

We think the future should support...

- **Streamlined sharing**
- **Adaptive portal views**
- **Workflow management**

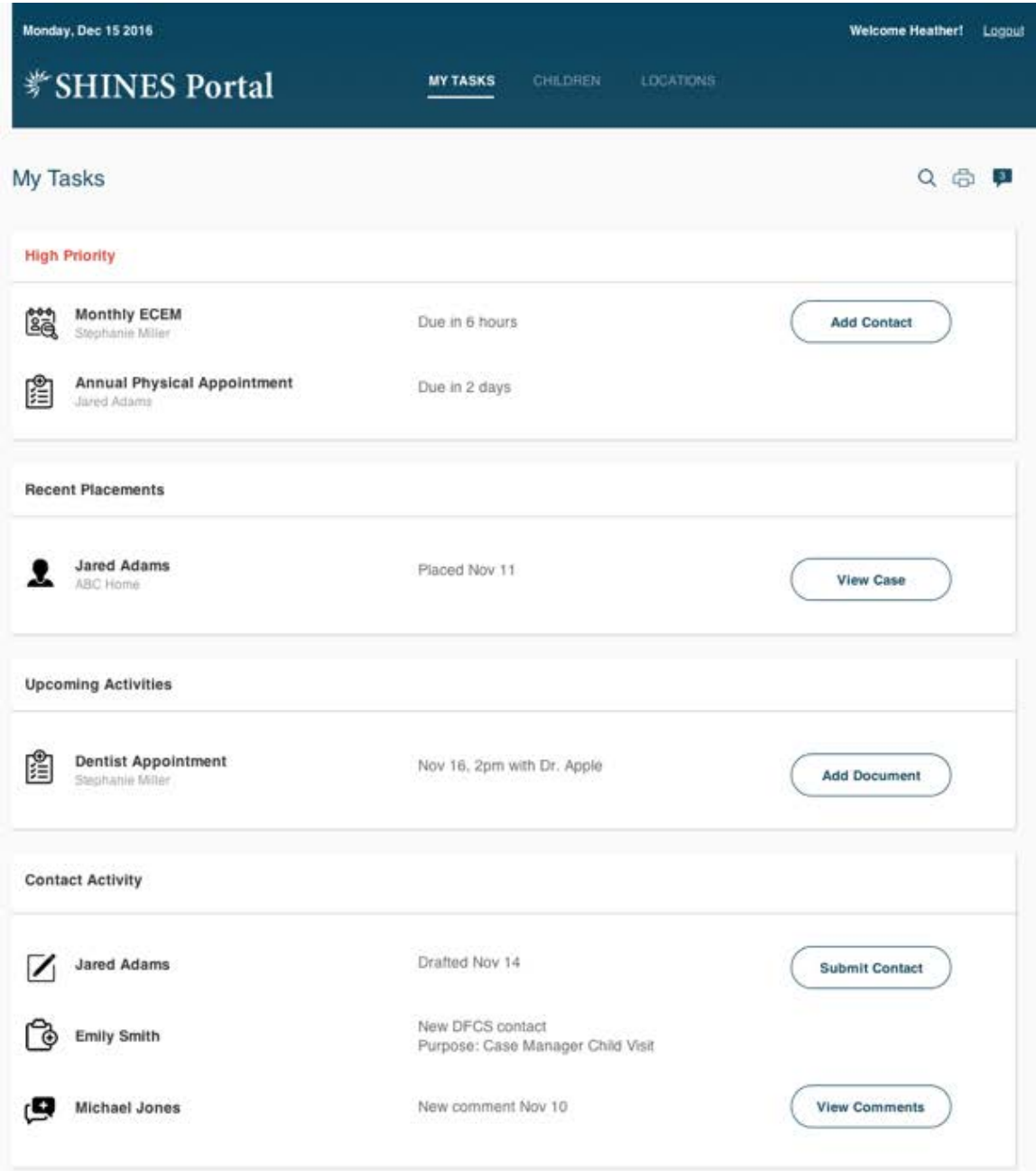
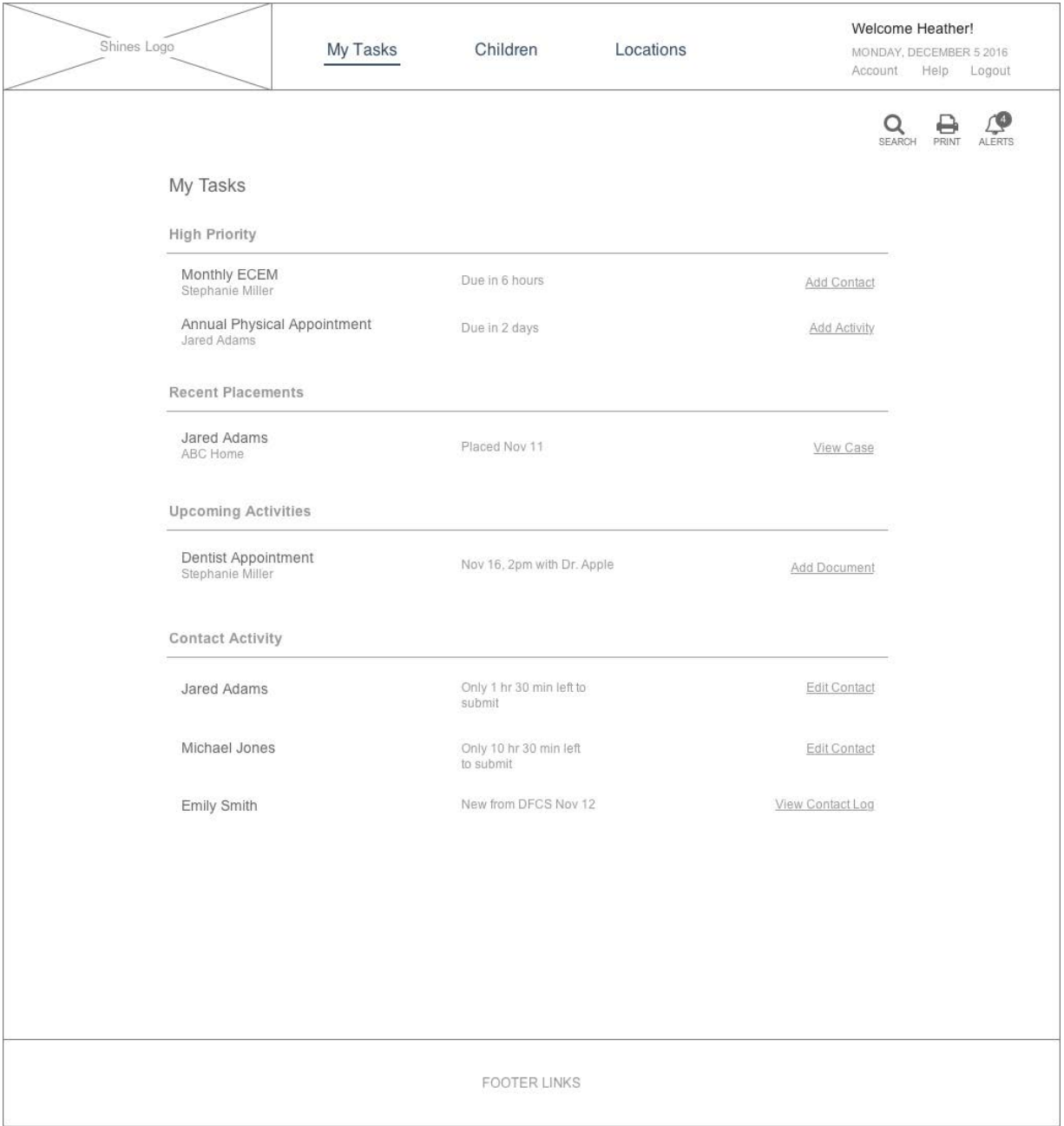
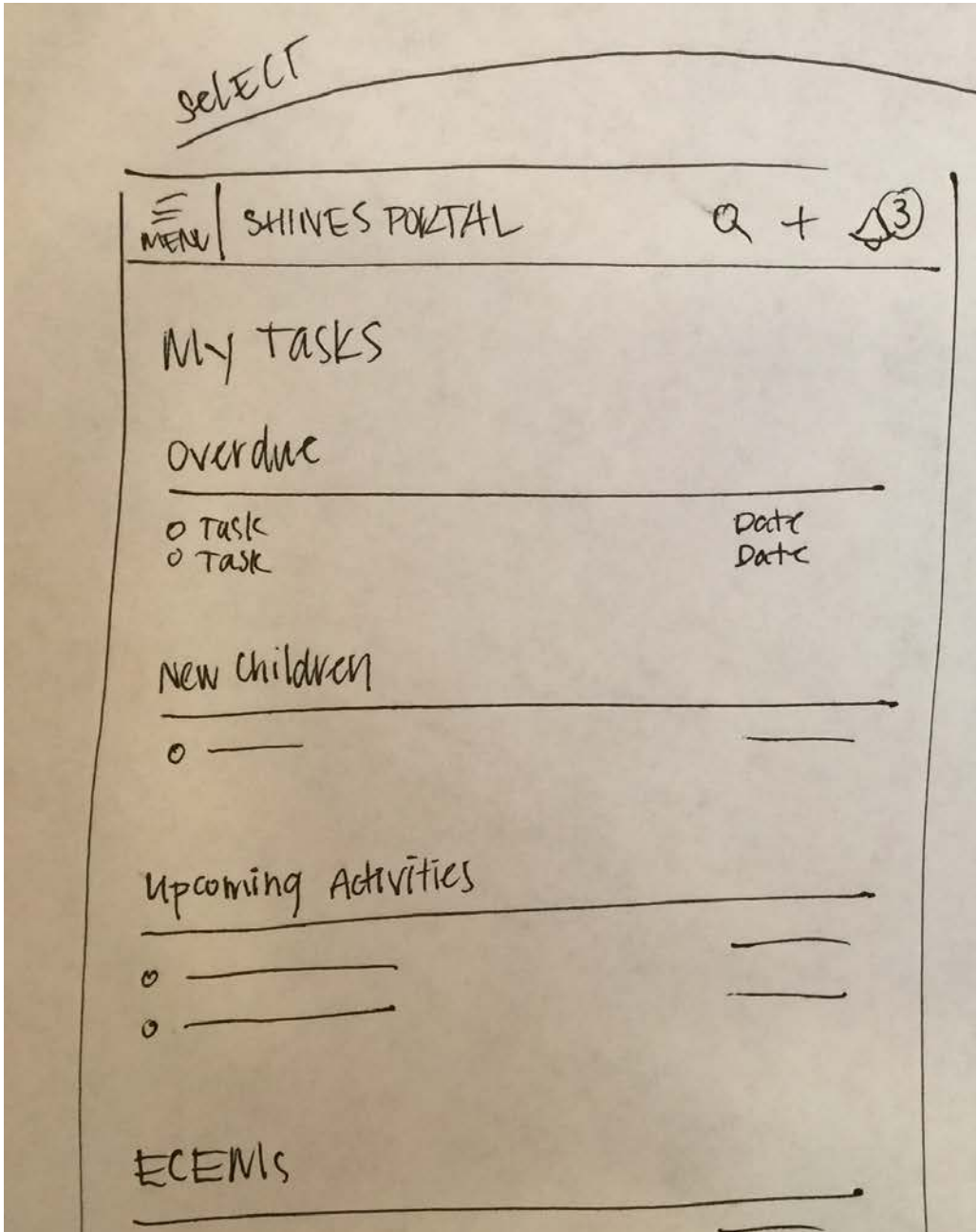
DESIGN PRINCIPLES

As a Provider, I want the portal to...

- **Empower me**
- **Know me**
- **Guide me**

DESIGN PHASE

GEORGIA SHINES PRIVATE PROVIDER PORTAL



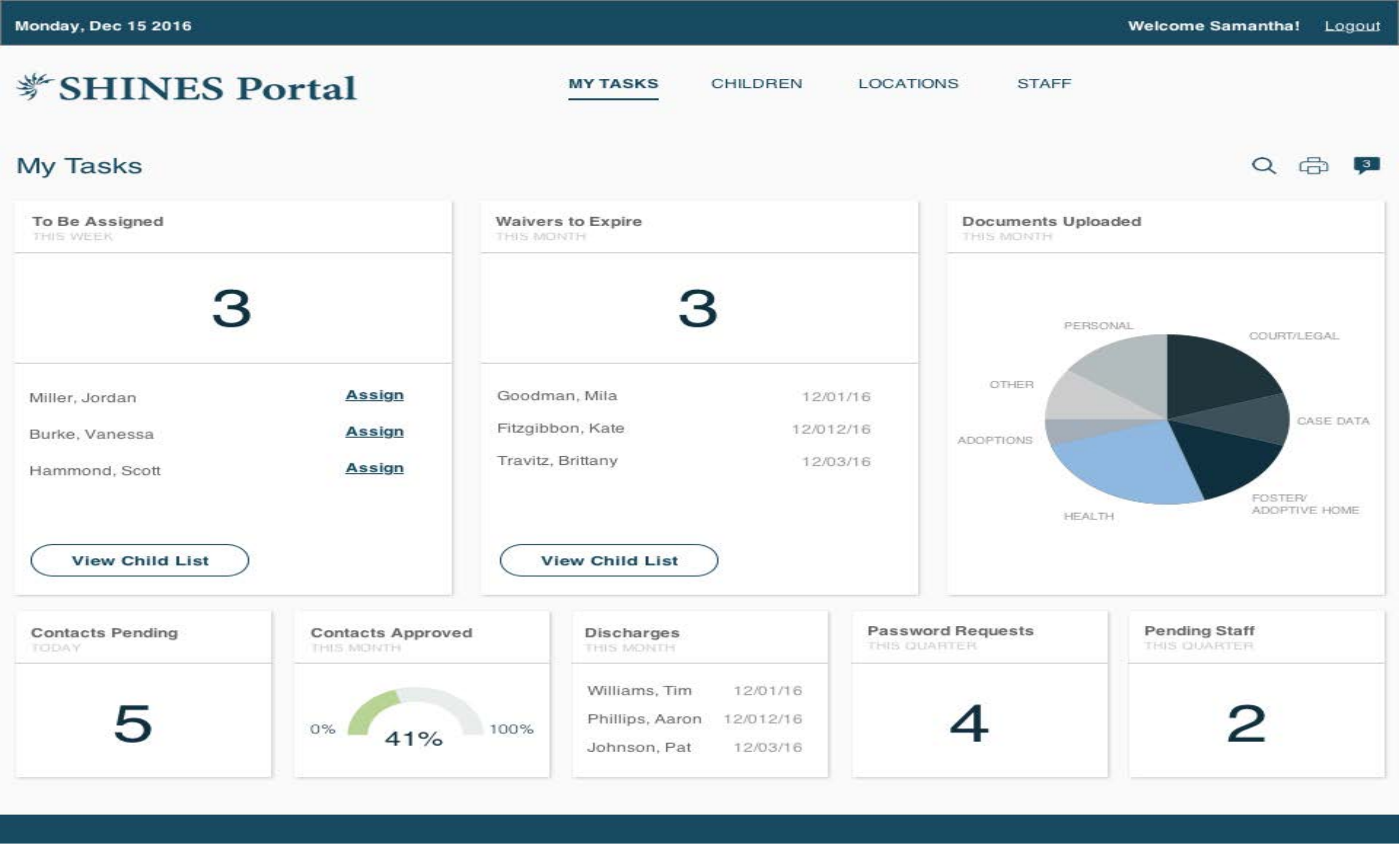
The new Manager home page is a dashboard of alerts, events and mimics their current to do lists.

Leveraging the personas and exploring future opportunities, we iterated from sketches to wireframes to visual mock ups. The design includes responsive principles for future deployment across devices and screen sizes.

This process allows for ongoing feedback and collaboration across all groups.

SAMPLE OF NEW OR REVISED PAGES

GEORGIA SHINES PRIVATE PROVIDER PORTAL




The Administrator’s Dashboard reports compliance and activity of their teams.

SAMPLE OF NEW OR REVISED PAGES

GEORGIA SHINES PRIVATE PROVIDER PORTAL

Monday, Dec 15 2016

Welcome Heather! [Logout](#)






MY TASKS

CHILDREN

LOCATIONS




Children → Recent Assignments



Recent Assignments

Upcoming Activities

Assigned Children

CHILD NAME ▼	PERSON ID	AGE	GENDER	PLACEMENT DATE	RESOURCE NAME	
 Adams, Jared	12345678	6	M	12/01/16	ABC Home	▼
 Johnson, Alexa	23456789	7	F	12/03/16	EFG Home	▼
 Thomas, Clayton	34567890	7	M	12/01/16	HIJ Home	▼


View All Child Cases

The new Tasks page organizes information according to recency and action: Recent assignments, Upcoming activities and *their* Assigned children.

SAMPLE OF NEW OR REVISED PAGES

GEORGIA SHINES PRIVATE PROVIDER PORTAL

Monday, Dec 15 2016



Login

→

Registration

All fields are required unless otherwise indicated.

Basic Information

First Name

Middle Initial

Optional

Last Name

Position Title

Work Email

Phone

(555) 555-5555

Ext.

Optional

Office Address Line 1

Office Address Line 2

Optional

Office Address City

State

Georgia

Zipcode

Optional

County

Fulton

Access Request

Request Type (Regular access is manager)

Placement Provider Manager

Enter Your Provider Name

Search for provider name

Please note:

If you work for multiple resources under and umbrella organization, you need to submit a registration for access to one resource first. Your administrator will then be able to link you to multiple resources.

Set Password

Enter Password

Re-enter Password

Password should be # - # characters with a mix of letters and numbers, no special characters (i.e. #, \$)

Select Security Questions

The revised registration page allows for increased self service tools to reset their password, reducing reliance on OPM.



THANK YOU

